



WXYZ

ORDER

Print Date 10/26/12 Page 1 of 4

Flight Dates **10/25/12-10/30/12**

Contract / Revision **315792 /** **Protecting Michigan Taxpayers**

Original Date / Revision Agency Com 15%

10/24/12 10/24/12 Billing Contact

Advertiser **Protecting Michigan Taxpay**
P. O. Box 25093
Alexandria, VA 22313

Agency **Main Street Media**

Buying Contact
P. O. Box 25093
Alexandria, VA 22313
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # **1282**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	21	\$48,110.00	\$56,600.00	0.00	10/01/12	10/28/12	21	\$48,110.00	\$56,600.00
November 2012	16	\$30,345.00	\$35,700.00	0.00	10/29/12	10/30/12	16	\$30,345.00	\$35,700.00
Totals	37	\$78,455.00	\$92,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/25/12	10/26/12	5am News M-F 5am News M-F	CM	5-6am M-F	---TF--	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	---TF--	1		\$900.00		0.00						
N 2	WXYZ	10/29/12	10/30/12	5am News M-F 5am News M-F	CM	5-6am M-F	MT-----	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/12	10/30/12	MT-----	1		\$900.00		0.00						
N 3	WXYZ	10/25/12	10/26/12	6am News M-F Action News 6am	CM	6-7am M-F	---TF--	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00



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Contract / Revision **315792** Flight Dates **10/25/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting Michigan Taxpay** Estimate # **1282**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	10/25/12	10/26/12	6am News M-F Action News 6am	CM	6-7am M-F	---TF--	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	---TF--					1	\$2,000.00		0.00			
N 4	WXYZ	10/29/12	10/30/12	6am News M-F Action News 6am	CM	6-7am M-F	MT-----	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	MT-----					1	\$2,000.00		0.00			
N 5	WXYZ	10/25/12	10/26/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	---TF--	:30	2	\$2,000.00	FX	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	---TF--					2	\$2,000.00		0.00			
N 6	WXYZ	10/29/12	10/30/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MT-----	:30	2	\$2,000.00	FX	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	MT-----					2	\$2,000.00		0.00			
N 7	WXYZ	10/25/12	10/26/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	---TF--	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	---TF--					1	\$1,500.00		0.00			
N 8	WXYZ	10/29/12	10/30/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	MT-----	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	MT-----					1	\$1,500.00		0.00			
N 9	WXYZ	10/25/12	10/26/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	---TF--	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	---TF--					1	\$1,500.00		0.00			
N 10	WXYZ	10/29/12	10/30/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	MT-----	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	MT-----					1	\$1,500.00		0.00			
N 11	WXYZ	10/25/12	10/26/12	12-1pm M-F 12-1pm	CM	12-1pm	---TF--	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	---TF--					1	\$1,800.00		0.00			
N 12	WXYZ	10/29/12	10/30/12	12-1pm M-F 12-1pm	CM	12-1pm	MT-----	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	MT-----					1	\$1,800.00		0.00			
N 13	WXYZ	10/25/12	10/26/12	M-F 1p-2p The Chew	CM	1-2pm M-F	---TF--	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	---TF--					1	\$1,500.00		0.00			
N 14	WXYZ	10/29/12	10/30/12	M-F 1p-2p The Chew	CM	1-2pm M-F	MT-----	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	MT-----					1	\$1,500.00		0.00			
N 15	WXYZ	10/25/12	10/26/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	---TF--	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	---TF--					1	\$1,500.00		0.00			



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Contract / Revision **315792** Flight Dates **10/25/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting Michigan Taxpay** Estimate # **1282**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WXYZ	10/25/12	10/26/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	---TF--	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	---TF--					1	\$1,500.00		0.00			
N 16	WXYZ	10/29/12	10/30/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	MT-----	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	MT-----					1	\$1,500.00		0.00			
N 17	WXYZ	10/25/12	10/26/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	---TF--	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	---TF--					1	\$1,200.00		0.00			
N 18	WXYZ	10/29/12	10/30/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	MT-----	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	MT-----					1	\$1,200.00		0.00			
N 19	WXYZ	10/25/12	10/26/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	---TF--	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	---TF--					1	\$1,800.00		0.00			
N 20	WXYZ	10/29/12	10/30/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	MT-----	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	MT-----					1	\$1,800.00		0.00			
N 21	WXYZ	10/25/12	10/26/12	5p News 5-6pm M-F	CM	5-6pm M-F	---TF--	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	---TF--					1	\$3,000.00		0.00			
N 22	WXYZ	10/29/12	10/30/12	5p News 5-6pm M-F	CM	5-6pm M-F	MT-----	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	MT-----					1	\$3,000.00		0.00			
N 23	WXYZ	10/25/12	10/26/12	6p News 6-630pm M-F	CM	6-630pm M-F	---TF--	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	---TF--					1	\$3,000.00		0.00			
N 24	WXYZ	10/29/12	10/30/12	6p News 6-630pm M-F	CM	6-630pm M-F	MT-----	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	MT-----					1	\$3,000.00		0.00			
N 25	WXYZ	10/25/12	10/26/12	7p News M-F 7-730p	CM	7-730pm M-F	---TF--	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	---TF--					1	\$3,000.00		0.00			
N 26	WXYZ	10/29/12	10/30/12	7p News M-F 7-730p	CM	7-730pm M-F	MT-----	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	MT-----					1	\$3,000.00		0.00			
N 27	WXYZ	10/25/12	10/26/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	---TF--	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WXYZ

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Contract / Revision **315792** Flight Dates **10/25/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting Michigan Taxpay** Estimate # **1282**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	WXYZ	10/25/12	10/26/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	---TF--	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	---TF--					1	\$4,000.00		0.00			
N28	WXYZ	10/29/12	10/30/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	MT-----	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	MT-----					1	\$4,000.00		0.00			
N29	WXYZ	10/25/12	10/28/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	---TFSS	:30	1	\$5,000.00	FX	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	---TFSS					1	\$5,000.00		0.00			
N30	WXYZ	10/29/12	10/30/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	MT-----	:30	1	\$5,000.00	FX	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	MT-----					1	\$5,000.00		0.00			
N31	WXYZ	10/27/12	10/27/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-----S-					1	\$1,200.00		0.00			
N32	WXYZ	10/27/12	10/27/12	Early News Sa 7p (Foll S Sa 7-8p	CM	7pm Sat	-----S-	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-----S-					1	\$2,500.00		0.00			
N33	WXYZ	10/27/12	10/27/12	ABC Saturday Night Foc ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----S-	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-----S-					1	\$4,000.00		0.00			
N34	WXYZ	10/28/12	10/28/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-----S					1	\$1,200.00		0.00			
N35	WXYZ	10/27/12	10/27/12	ABC College Ftbal 330-7 ABC's Clge Ftbl 330-7pm	CM	330-7pm	-----S-	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-----S-					1	\$12,000.00		0.00			
Totals														37	\$92,300.00